

| | | | | |
|-----------------------------------|--|-------------------------|---|-------------|
| Notice of References Cited | | Application/Control No. | Applicant(s)/Patent Under Reexamination | |
| | | 09/395,455 | SARKISIAN ET AL. | |
| Examiner | | Art Unit | | Page 1 of 2 |
| C. Michelle Tarae | | 3623 | | |

U.S. PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Name | Classification |
|---|---|--|-----------------|----------------------|----------------|
| * | A | US-6,298,348 | 10-2001 | Eldering, Charles A. | 705/36R |
| * | B | US-6,009,407 | 12-1999 | Garg, Amit | 705/10 |
| | C | US- | | | |
| | D | US- | | | |
| | E | US- | | | |
| | F | US- | | | |
| | G | US- | | | |
| | H | US- | | | |
| | I | US- | | | |
| | J | US- | | | |
| | K | US- | | | |
| | L | US- | | | |
| | M | US- | | | |

FOREIGN PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|-----------------|-------------------|----------------|
| | N | WO 9912115 A1 | 03-1999 | World Intellect | JERMYN, MICHAEL G | |
| | O | JP 11066156 A | 03-1999 | Japan | WATARAI et al. | |
| | P | | | | | |
| | Q | | | | | |
| | R | | | | | |
| | S | | | | | |
| | T | | | | | |

NON-PATENT DOCUMENTS

| | | |
|---|---|--|
| * | | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages) |
| | U | Innis, Daniel E. et al. "Customer service : The key to customer satisfaction, customer loyalty, and market share," Journal of Business Logistics, 1994 [retrieved from Dialog] |
| | V | Turley, LW et al. "Brand name strategies in the service sector," Journal of Consumer Marketing, 1995 [retrieved from Dialog] |
| | W | "Maximizing potential," Apparel Industry Magazine, May 1998 [retrieved from Dialog] |
| | X | Boyd, Thomas et al. "The link between attractiveness of "extrabrand" attributes and the adoption of innovations," Journal of the Academy of Marketing Science, Summer 1999 [retrieved from Dialog] |

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

| | | | | |
|-----------------------------------|--|-------------------------|---|--|
| Notice of References Cited | | Application/Control No. | Applicant(s)/Patent Under Reexamination | |
| | | 09/395,455 | SARKISIAN ET AL. | |
| Examiner | | Art Unit | C. Michelle Tarae | |
| | | 3623 | Page 2 of 2 | |

U.S. PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Name | Classification |
|---|---|--|-----------------|------|----------------|
| | A | US- | | | |
| | B | US- | | | |
| | C | US- | | | |
| | D | US- | | | |
| | E | US- | | | |
| | F | US- | | | |
| | G | US- | | | |
| | H | US- | | | |
| | I | US- | | | |
| | J | US- | | | |
| | K | US- | | | |
| | L | US- | | | |
| | M | US- | | | |

FOREIGN PATENT DOCUMENTS

| * | | Document Number Country Code-Number-Kind Code | Date MM-YYYY | Country | Name | Classification |
|---|---|--|-----------------|---------|------|----------------|
| | N | | | | | |
| | O | | | | | |
| | P | | | | | |
| | Q | | | | | |
| | R | | | | | |
| | S | | | | | |
| | T | | | | | |

NON-PATENT DOCUMENTS

| | | |
|---|---|---|
| * | | Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages) |
| | U | Malhotra, Naresh K et al. "Marketing research: A state-of-the-art review and directions for the twenty-first century," Journal of the Academy of Marketing Science, Spring 1999 [retrieved from Dialog] |
| | V | |
| | W | |
| | X | |

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.